

ORDER



WAVY

Orders
Order / Rev: 219252
Alt Order #:
Product Desc: 11/3-11/6 KAINE FOR SENATE 2012
Estimate:
Flight Dates: 11/03/12 - 11/06/12
Original Date / Rev: 11/02/12 / 11/02/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	5	\$4,700.00	\$3,995.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	5	\$4,700.00	\$3,995.00	0.00
Totals	5	\$4,700.00	\$3,995.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	11/04/12	11/04/12	Sun News 11p (Football)CM Sun News 11p -- Late		1130-12a	-----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$800.00		0.00			
N 2	WAVY	11/05/12	11/05/12	Mon Prime Other 2 Monday 8-10op	CM	8-10p	M-----	:30	1	\$2,200.00	P2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$2,200.00		0.00			
N 3	WAVY	11/05/12	11/05/12	Today Show M-F Today Show M-F	CM	7a-9a	M-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$700.00		0.00			
N 4	WAVY	11/06/12	11/06/12	Today Show M-F Today Show M-F	CM	7a-9a	-T-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1				\$700.00		0.00			
N 5	WAVY	11/03/12	11/03/12	Sat Prime Other 3 Sat Prime Other 3	CM	9-11p	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$300.00		0.00			
													Totals	5	\$4,700.00